

ANNOTATED SHEET

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FIG. 1

White water Kayak

Detailed Description  
Item #9999

Add to Shopping Cart  
Order It Now

Price \$500.00

You may be interested in the following items that are being auctioned. Click on item to participate in auction.

White water Kayak cover  
Kayak paddles  
Kayak lessons

100 *Type corrected*

101

102 *Type corrected*

103

104 *Advertising Points Needed*

This figure shows a detailed description of a white water kayak. It includes a 'Detailed Description' section with 'Item #9999', two buttons for 'Add to Shopping Cart' and 'Order It Now', and a price of '\$500.00'. Below the main item, there's a section suggesting related items: 'White water Kayak cover', 'Kayak paddles', and 'Kayak lessons'. Handwritten annotations are present: a circle around '100' with the note 'Type corrected', a brace on the right side grouping '101' and '102' with the note 'Type corrected', a circle around '103' with a dashed line pointing to it from the note 'Type corrected', and a circle around '104' with the note 'Advertising Points Needed'.

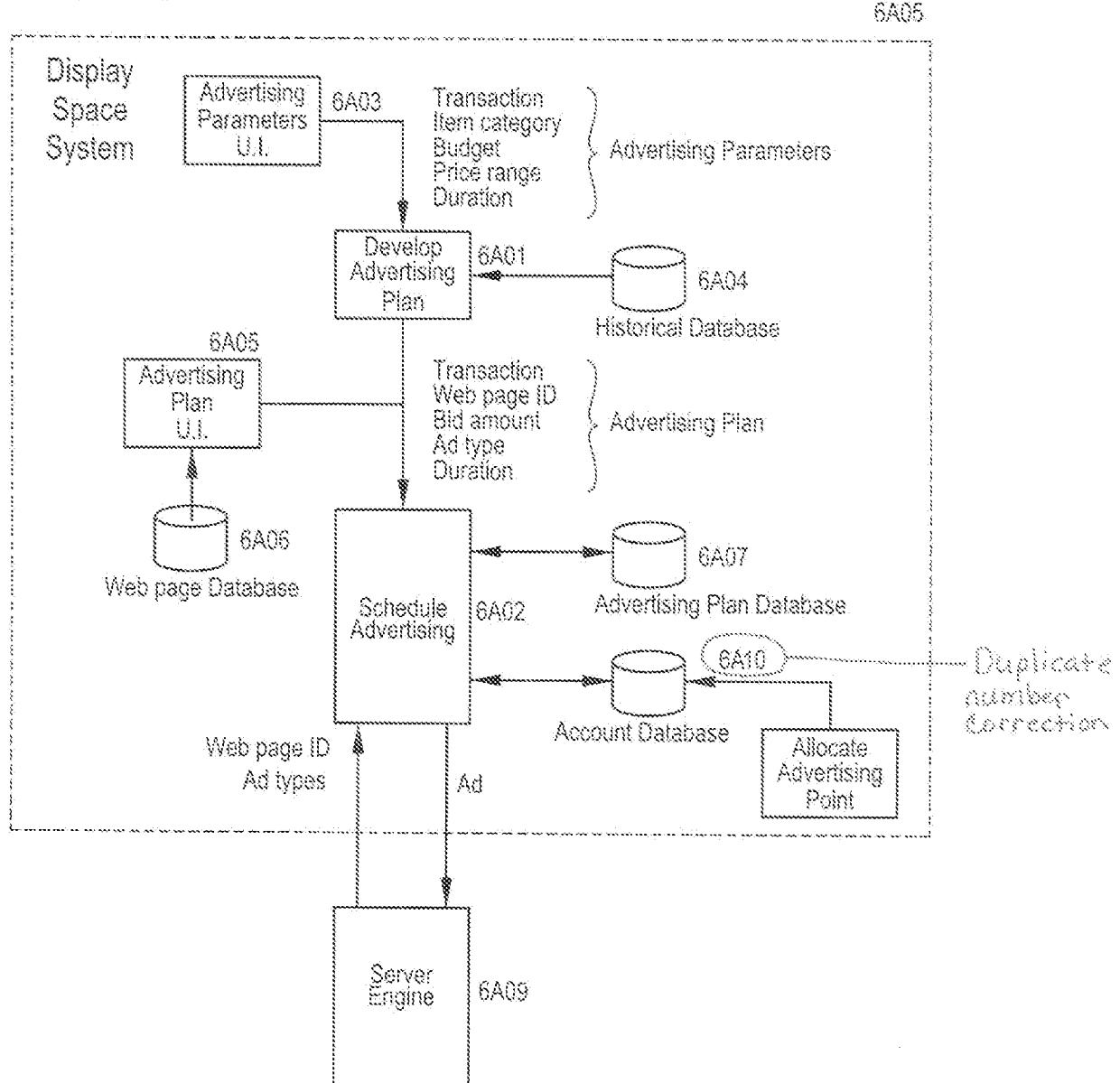
FIG. 2

Item Advertising Point  
(White water Kayak, Item # 9999)

Based on historical data, we estimate that 100 users will access this detailed web page every day. The number of points needed to run an advertisement on this web page is 5 points per web page access. (If you specify that your advertisement is to be included more than 50% of the time this web page is accessed, the points needed will be 4 points per web page access.)

This figure is a separate box labeled 'Item Advertising Point' for the 'White water Kayak, Item # 9999'. It contains a paragraph explaining that based on historical data, 100 users will access the page daily, and the number of points needed for an advertisement is 5 points per access. A note at the end specifies that if the ad is included more than 50% of the time, the points needed would be 4 per access.

FIG. 6A



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FIG. 7

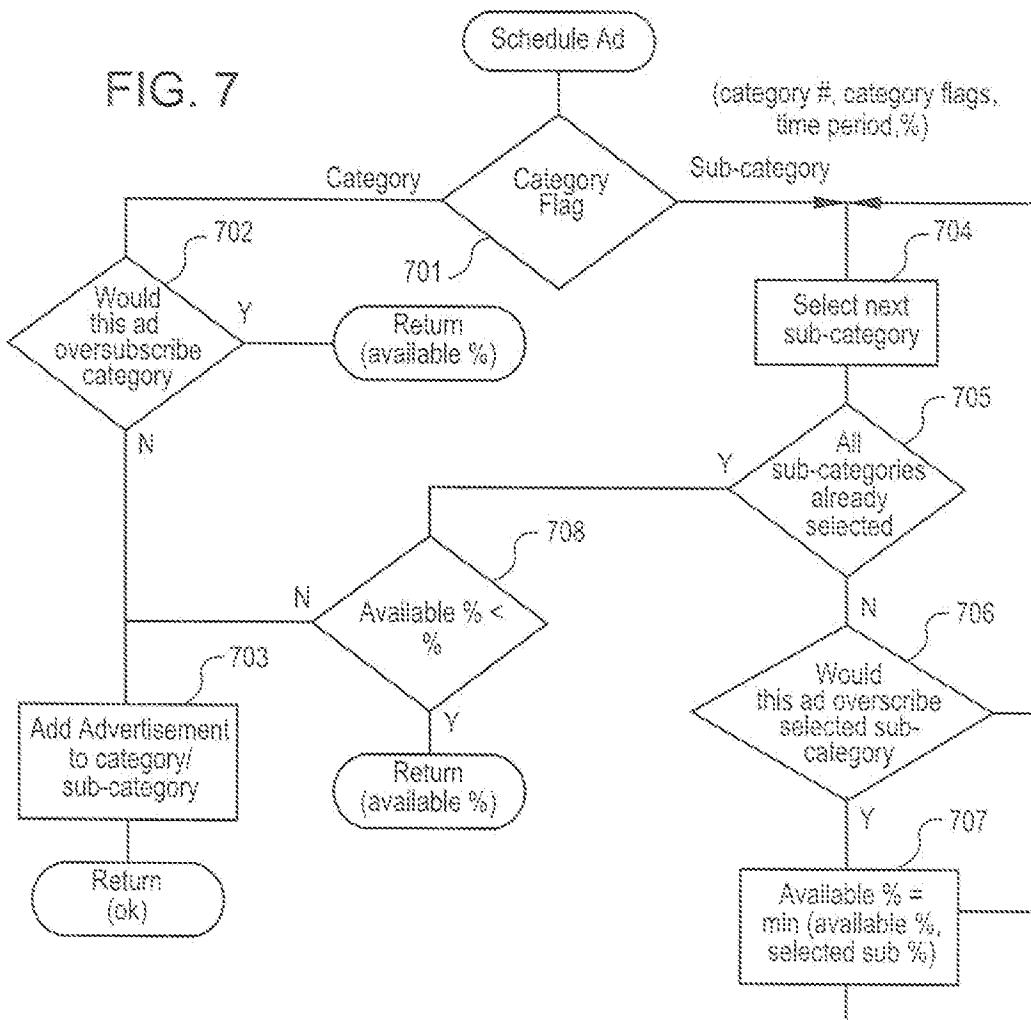


FIG. 8A

800 ~ Type corrected

Submit Advertising Plan	
Advertise What	AV1234 (801)
Advertise To Whom	Male with $18 \leq \text{age} \leq 30$ (802)
Advertise When	6/17/99 between 5 a.m and 5 p.m. (803)
Advertise Where	Detailed web pages on Water Spots (804)
Enter % of web pages on which to advertise	20 (805)
Enter maximum number of accesses	200 (806)
Enter Bid Amount	3.5 (807)
808 ~ Submit Ad Plan	

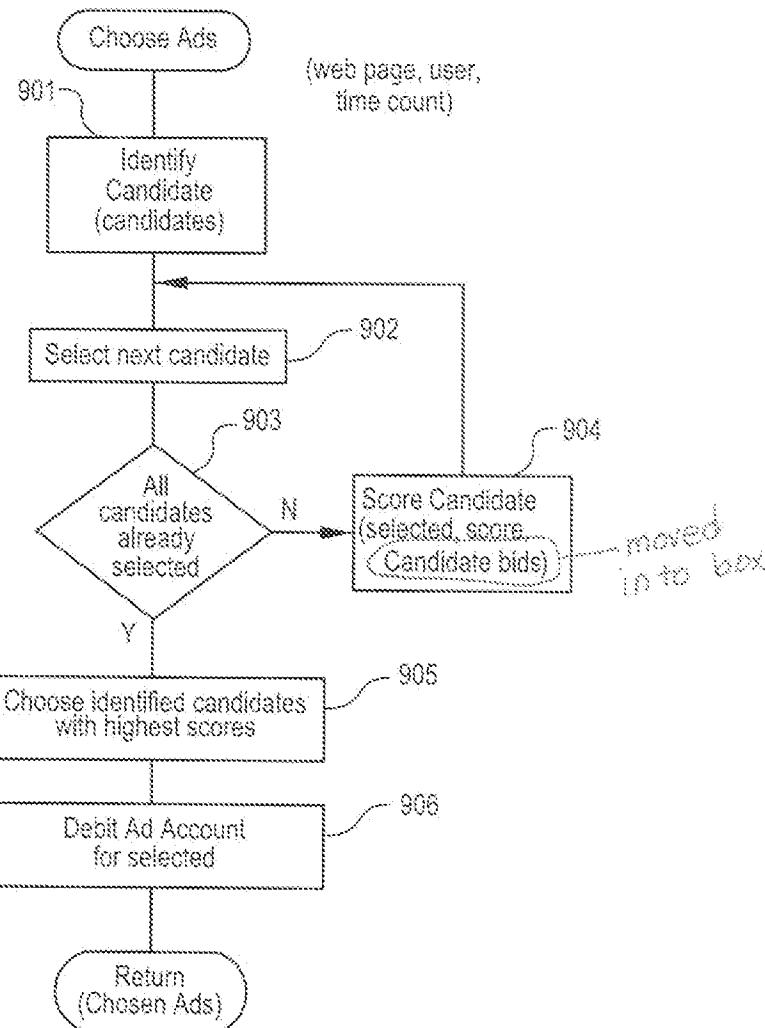
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[ ]  
FIG. 8B

Ad Plan Table

Display Space Filter	Demographic Filter	Time Filter	Bidder ID	Ad ID	Percent	Max	Sid Amount	Ad History

[ ]  
FIG. 9

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FIG. 11

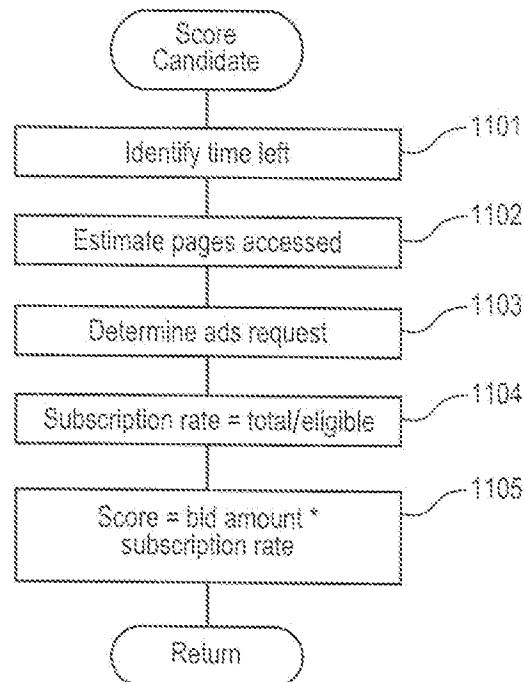


FIG. 12

Advertising Parameters

Enter ID of Transaction	<input type="text"/>	1201
Enter Category	<input type="text"/>	1202
Enter Budget (470 points in your account)	<input type="text"/>	1203
Enter Price	<input type="text"/>	1204
Enter Duration	<input type="text"/>	1205

Develop Ad Plan

Shortened to Ad

This form is titled "Advertising Parameters". It contains five input fields with corresponding labels and identifiers: "Enter ID of Transaction" (1201), "Enter Category" (1202), "Enter Budget (470 points in your account)" (1203), "Enter Price" (1204), and "Enter Duration" (1205). Below the form is an oval labeled "Develop Ad Plan". A handwritten note "Shortened to Ad" is written next to the oval.